

# RUE AGTHONIS

## Time in a Bottle RUE AGTHONIS SS24

RUE AGTHONIS unveiled their enchanting Spring/Summer 2024 Collection: "Time in a Bottle" on the 17th of September 2023 in the Kimpton Fitzroy London. The Kimpton Fitzroy London Hotel stands as an elegant embodiment of timeless sophistication, seamlessly blending historical grandeur with contemporary luxury. The iconic establishment exudes an air of refined opulence, much like this season's SS24 collection. The hotel's atmosphere effortlessly marries nostalgic charm and modern luxury, transporting visitors into a fantastical space that is a momentary escape from reality.

This season, RUE AGTHONIS, known for its innovative designs and unique aesthetic, drew inspiration for their SS24 collection from surrealism and takes us on a captivating journey into a fantasy space that exceeds reality.

Finding inspiration from a diverse range of surrealist artists, designer Syl has skillfully merged the creative concepts of influential figures such as Takashi Murakami, Stanley Whitney, Evie O'Connor and Vanessa German. Moulded from her own artworks and building upon the visionary techniques pioneered by contemporary surrealist artists like Alexander Paulus and Issy Wood, designer Syl has curated a truly distinctive and visually stunning collection and style.

The SS24 collection showcases an exquisitely developed interplay of materials and patterns, including tweed, sequins, metallic threads, geometric shapes and the designers' own hand-painted artworks. These elements are meticulously juxtaposed to create a harmonious yet striking contrast, symbolising the designer's multifaceted perspective on the real world and the pursuit of fraternity and truth. The playful marrying of classic fabrics such as denim with more distinct tweed showcases a vivid portrayal of this season's theme of conflicting elements that intertwine. The designer masterfully incorporates her own artworks to peek through an unassuming canvas, creating magical moments within the unexpected. This overarching nod to surrealism can be thoroughly observed throughout the entire collection.

This SS24 collection serves as a testament to the designer's personal interpretation and innovative application of surreal art. It embodies the inherent charm and brand personality that have come to define RUE AGTHONIS. The SS24 collection exudes both delicateness and strength, enveloping the viewer in an ethereal and exotic embrace, and leaving a mesmerising impression. Each look unfolds like a fantastic tale, born from the realms of dreams and immersing individuals in beauty beyond the imagination. Paying homage to surrealism, the SS24 collection hopes to transform each garment into a wearable work of art.

Life and death, dreams and reality, nature and the artificial - these conflicting elements intertwine and sublimate in a fleeting instant, they will only exist within a blink of an eye, however the traces left by time will always radiate the full of long-lasting vitality just like "Time in a Bottle". RUE AGTHONIS's Spring/Summer 24 collection encapsulates this essence through the materials and artworks present throughout the collection, inviting us to embrace the enigmatic allure of a dream world brought to life.

### About RUE AGTHONIS:

RUE AGTHONIS is an esteemed fashion brand, celebrated for its visionary designs and exceptional use of colour and materials. Each collection reflects a unique blend of artistic influences, creating garments that transcend conventional fashion boundaries. Driven by a passion for innovation and their sentiment of "Love, Quality and Positive Beauty", RUE AGTHONIS continues to captivate audiences worldwide with its distinct aesthetic and thought provoking collections.

### RUE AGTHONIS

Creative Director: Syl

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Show Direction: Sourced London; Stylist: Cara Hayward; Make-up: Yumi Noh; Hair: Narad Kutowaroo;

Music: Guillem; Photography: Hedi Nong ; Backstage Photography: Matt Ford; DoP: Danny;

Production: [@creseentagency](https://www.instagram.com/creseentagency); Thanks to: British Fashion Council; Kimpton Fitzroy Hotel